

THE SPIRITS BUSINESS



Exclusive Media Partner

THE ONLY INTERNATIONAL TRADE MAGAZINE SOLELY
DEDICATED TO SPIRITS

MEDIA PACK 2017



THE SPIRITS BUSINESS

As cocktail culture and demand for premium spirits continue to grow – even in the face of significant market challenges – the global industry remains as diverse and dynamic as ever. But as consumers become more informed and engaged, the pace of change ever-quickens – meaning it has never been more critical to keep abreast of industry developments.

Emerging market consumers are joining the cocktail game, and spirits fans around the world are looking for new ways to drink. This is driving myriad micro-trends from hybrid spirits to the influx of lower-abv cocktails. In order to succeed in this rapidly evolving marketplace, brands need to tune into the market – and this is where *The Spirits Business* steps in.

Our award-winning team of journalists is passionate about all aspects of the spirits industry, and is constantly immersed in the on-trade, off-trade and global travel retail to ensure you have the latest news and analytic insight you need to drive your business forward. *The Spirits Business* is the only global trade title in the world dedicated to the sector, and as such is an essential resource for all stakeholders in our multifaceted trade.

Whether it is through our monthly print magazine, our news-filled website, our Global Spirits Masters tasting series, or our many cocktail competitions, our portfolio has been purposefully developed to keep you informed and up-to-date.

As a title dedicated to and immersed in the trade, we offer our media partners the optimal opportunity to reach a targeted audience through a range of bespoke communication packages. Whether direct print or online banner advertising, strategic sponsorship opportunities or dedicated events, our team is delighted to help you achieve your marketing objectives for the coming year and beyond.

KRISTIANE SHERRY
EDITOR

30 Great Guildford Street, Unit 122, London SE1 0HS, UK
Tel: +44 (0)20 7803 2420
www.thespiritsbusiness.com

**THE SPIRITS
BUSINESS**



PRINT READERSHIP & CIRCULATION

The Spirits Business is the only dedicated international spirits magazine and website in the world. Our circulation of up to 13,000 copies per month across 120 countries reaches out to more than 45,000 spirits professionals worldwide.

Readership

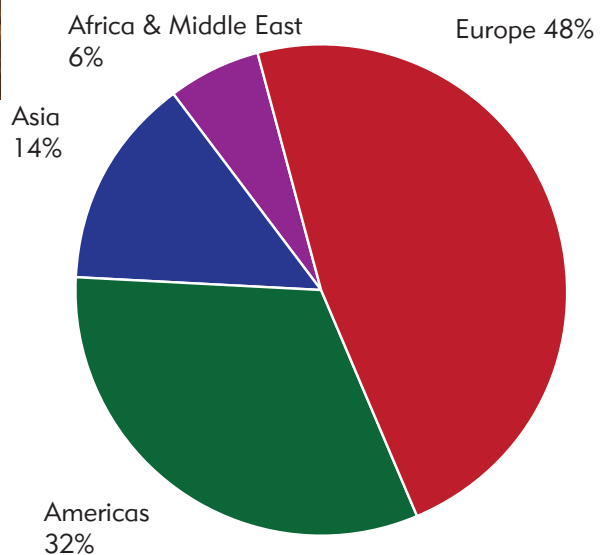
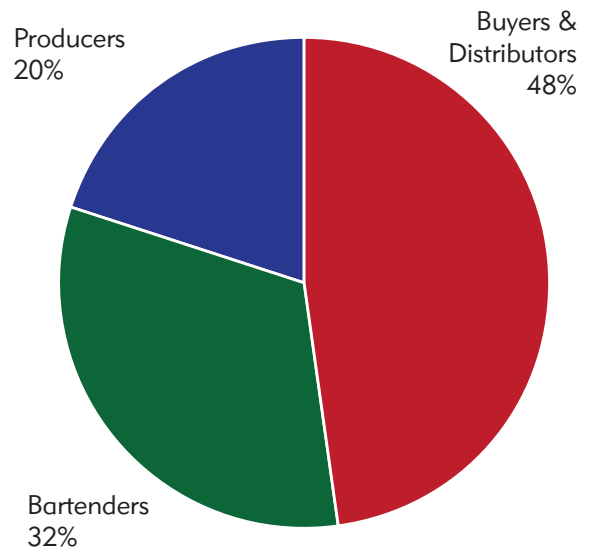
Our global audience comprises some of the world's biggest retail, hospitality and travel retail buyers. In addition, *The Spirits Business* is sent to thousands of international bartenders, including members of the International Bartenders Association – the most influential on-trade professionals in the world.

Bonus distribution

In addition to our regular subscribers, we are also distributed at all the major trade shows and events:

Prowein, Düsseldorf • IAADFS Duty Free Show of the Americas
TFWA Asia Pacific Exhibition Conference • Vinexpo Bordeaux
Tales of the Cocktail • Bar Convent Berlin • TFWA World Exhibition
MICS Monaco • Boutique Bar Show • London Cocktail Week

Readership



Top 25 countries

UK	Switzerland
US	Austria
Hong Kong	Australia
France	Finland
Spain	Denmark
Ireland	Greece
Sweden	South Africa
Germany	Mexico
Netherlands	India
Canada	Argentina
Italy	United Arab Emirates
Russia	Japan
Portugal	



IBA PARTNERSHIP

The Spirits Business is proud to say that it is the official and exclusive media partner to the International Bartenders Association (IBA), which, with thousands of members from 60 countries around the globe, is the largest cocktail community in the world.

All members of the IBA are eligible to receive a virtual copy of *The Spirits Business* each month, ensuring that some of the world's leading bartenders – recognised as brand ambassadors par excellence in today's market environment – will be exposed to all messaging in the magazine. With such a distinguished, certified readership, *The Spirits Business* offers brands guaranteed visibility to creative, innovative and passionate bartenders across the globe.

This exclusive partnership not only allows us to reach a diverse and targeted readership, it enables us to work with some of the finest bartenders in the world via cocktail competitions, interviews and other activities. It means our readers are always kept abreast of new cocktail and bar developments and innovations from a variety of markets around the world.

This partnership is one that we are extremely proud to share, and one we hope to make the most of in the coming year.

www.iba-world.com



Exclusive Media Partner

FEATURES LIST:

Our 2017 features list is more varied than ever, with regional reports covering markets such as Latin America and Singapore, and a travel retail focus on non-airport retail. Whether you're an emerging brand seeking additional distribution or an established name looking to communicate a fresh campaign, we hope this list will help you plan your most effective marketing strategy yet.

Month	Features	Masters results	Additional Distribution	Editorial Deadline
January	Category reports: Japanese whisky; American whiskey Country report: Japan	Distillery		8 December
February	Category report: Gin Regional report: North America Travel retail category report: Tequila Prowein preview	Tequila & Mezcal	IAADFS, Orlando Prowein, Dusseldorf	5 January
March	Category reports: Scotch; Third party spirits Country report: Germany Travel retail category report: Gin Travel retail regional report: The Americas Prowein Preview, IAADFS preview	Rum & Cachaça	IAADFS, Orlando Prowein, Dusseldorf	2 February
April	The Vodka Report Category report: Vodka Travel retail category report: Vodka Country report: Russia		TFWA Asia Pacific; Vinexpo Bordeaux; TFWA World Exhibition; MICS Monaco.	2 March
May	Category reports: Cognac; Brandy. Regional report: Asia Travel retail category report: Asian spirits Travel retail regional report: Asia TFWA Asia Pacific preview	Asian Spirits Cognac & Brandy	TFWA Asia Pacific, Vinexpo Bordeaux	6 April
June	Brand Champions 2017* Category report: Vodka Country report: France Travel retail category report: Cognac Vinexpo Bordeaux preview	Scotch	Vinexpo Bordeaux	4 May
July	Category reports: Gin; Irish whiskey. Country report: US Travel retail category report: American whiskey Tales of the Cocktail Preview	Gin	Tales of the Cocktail, New Orleans	1 June
August	On-trade/Cocktail Special Category report: Liqueurs; Spirits closures Regional report: Eastern Europe and CIS Travel retail category report: Rum Tales of the Cocktail review, IBA WCC preview	Irish Whiskey World Whisky American Whiskey	IBA World Cocktail Championships	6 July
September	Luxury Spirits Special Category report: Luxury spirits Regional report: Middle East Travel retail category report: Scotch Bar Convent Berlin preview, London Cocktail Week preview Boutique Bar Show London preview	Luxury	TFWA World Exhibition Bar Convent Berlin London Cocktail Week Boutique Bar Show London	3 August
October	Travel Retail Special Travel Retail Report Category reports: Tequila; Latin American spirits Regional report: Latin America and Caribbean Travel retail category report: Irish whiskey Travel retail regional report: Non-airport retail TFWA World Exhibition preview	Vodka Travel Retail	TFWA World Exhibition Bar Convent Berlin London Cocktail Week	1 September
November	The Bars to Watch in 2017 Category reports: Scotch; New-world whisky Regional report: Singapore Travel retail category report: Liqueurs	Liqueur Premix Speciality Spirits	MICS Monaco	5 October
December	World Spirits Report 2017 Category report: Rum Regional report: UK Travel retail category report: World whisky	Design		2 November
January 2018	Category reports: Japanese whisky; American whiskey; Distillery developments Regional report: Western Europe; Dates for the diary	Distillery		1 December

* The definitive guide to spirits brands selling over one million nine-litre cases per annum. The Brand Champions series will contain exclusive and comprehensive data on spirits brands' sales volumes as well as the contact details of companies from around the world, equipping industry professionals with unparalleled business information relevant to this dynamic industry.



WEB & SOCIAL

Updated daily with relevant and timely news, interviews and features from the global drinks industry, *thespiritsbusiness.com* is viewed by over 300,000 unique users each month.

Our daily newsletters are requested by over 49,000 global subscribers. With numerous display and sponsorship opportunities across both our websites and newsletters, brands can access a cost-effective platform with *The Spirits Business* to target our expanding global online readership.

In addition, we reach and influence thousands of followers every day via social media. Whether it is Twitter, Instagram, Facebook or Pinterest, we are constantly engaged with key industry figures and consumers.

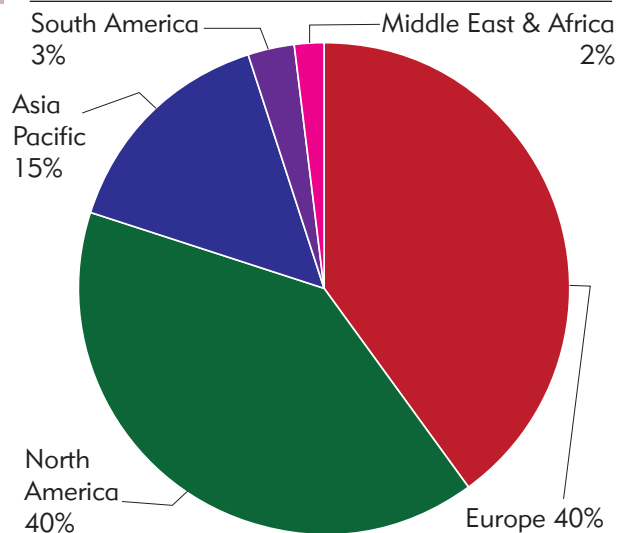
Monthly stats:

Page views: 1,000,000
 Unique users: 300,000
 Visits from over 140 countries

Social channels:

Twitter: 23.4k followers
 Facebook: 16.5k page likes
 Instagram: 60 likes per post
 Pinterest: 1.0k followers

Readership breakdown



Top 25 countries

US	Belgium
UK	Sweden
India	South Africa
Canada	Poland
Australia	Japan
France	Philippines
Germany	Switzerland
Spain	Denmark
Singapore	United Arab Emirates
Ireland	Mexico
Netherlands	Russia
Italy	Malaysia
Hong Kong	



EVENTS

The Spirits Business has a thriving events portfolio, including our internationally recognised Global Spirits Masters series, brand-sponsored cocktail competitions and our globally-renowned virtual cocktail competition, The Swizzle Masters. In addition, our annual party to celebrate the winners of the Vodka and Travel Retail Masters at the TFWA World Exhibition in Cannes and the Spirits Masters Awards Lunch held in London.

We pride ourselves on ensuring the highest calibre, independent judges are used for The Global Spirits Masters series, guaranteeing total credibility and results that give a real insight into current consumer tastes.

If you are interested in running a bespoke cocktail competition, we offer guidance and exposure to our database of some of the best bartenders globally, as well as the full complement of IBA bartenders.

The Spirits Masters

Masters	Deadline for entries*	Results published
Distillery	4 December 2016	January
Tequila & Mezcal	15 December 2016	February
Rum and Cachaça	27 January 2017	March
Asian Spirits	31 March	May
Cognac	31 March	May
Brandy	31 March	May
Scotch Whisky	28 April	June
Gin	26 May	July
Irish Whiskey	30 June	August
World Whisky	30 June	August
American Whiskey	30 June	August
Luxury	28 July	September
Travel Retail	30 August	October
Vodka	30 August	October
Liqueurs	29 September	November
Premixed	29 September	November
Speciality Spirits	29 September	November
Design	27 October	December
Distillery	24 November	January 2018

Entry forms can be downloaded from: www.thespiritsbusiness.com/spirits-masters

*Deadlines subject to change

CONTACT US

David Rose

Deputy chairman
Tel: +44 (0) 207 803 2450
Mobile: +44 (0) 7973 403 513
Email: david.rose@thedrinksbusiness.com

Bert Grant

Sales director
Tel: +44 (0) 207 803 2449
Mob: +44 (0) 7927 386 198
Email: bert.grant@thespiritsbusiness.com

Marcus Clark

Advertising manager
Tel: +44 (0) 207 803 2447
Mob: +44 (0) 7538 473 409
Email: marcus.clark@thespiritsbusiness.com

Kristiane Sherry

Editor
Tel: +44 (0) 207 803 24 57
Email: kristiane.sherry@thespiritsbusiness.com

Amy Hopkins

Deputy editor
Tel: +44 (0) 20 7803 24 25
Email: amy.hopkins@thespiritsbusiness.com

Annie Hayes

News, web and social editor
Tel: +44 (0) 20 7803 24 32
Email: annie.hayes@thespiritsbusiness.com

Nicola Carruthers

Staff writer
Tel: +44 (0) 20 7803 24 44
Email: nicola.carruthers@thespiritsbusiness.com

Nuria Puertos Ahuir

Senior events executive
Tel: +44 (0) 207 803 24 31
Email: nuria@thespiritsbusiness.com

